

ORDER



Orders
Order / Rev: 187249
Alt Order #:
Product Desc: Priorities USA Action
Estimate: 1788
Flight Dates: 10/20/12 - 10/22/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Mundy Katowitz Media
Buying Contact:
Billing Contact:
 1322 G. Street SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/Priorities USA Action
Demographic: A25-54
Product Codes: PL23-Issue/Prop
Priority: P3
Revenue Codes: POL, POL, ISS

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	9	\$10,150.00	\$8,627.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	9	\$10,150.00	\$8,627.50	0.00
Totals	9	\$10,150.00	\$8,627.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KMGH	20%	\$10,150.00
Market	100%	\$50,750.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBDI	0%	\$0.00
KCEC	0%	\$0.00
KCNC	25%	\$12,687.50
KDEN+	0%	\$0.00
KDVR+	0%	\$0.00
KFCT	0%	\$0.00
KMAS	0%	\$0.00
KPXC	0%	\$0.00
KRMA	0%	\$0.00
KRMT	0%	\$0.00
KTFD	0%	\$0.00
KTVB	15%	\$7,612.50
KUSA	25%	\$12,687.50
KWGN	15%	\$7,612.50
KWHD	0%	\$0.00
KZCO	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KMGH	10/22/12	10/22/12	GMA M-F 7-9A / KMGH CA GMA M-F 7-9A	CA	7A-9A M-----	1:00	1	\$1,700.00	P3	0.00 NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1		\$1,700.00		0.00			
N 2	KMGH	10/22/12	10/22/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a M-----	1:00	1	\$1,000.00	P2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1		\$1,000.00		0.00			
N 3	KMGH	10/22/12	10/22/12	930a-10 Right This Minute 930a-10 Right This Minute	CA	930a-10a M-----	1:00	1	\$1,000.00	P2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1		\$1,000.00		0.00			
N 4	KMGH	10/22/12	10/22/12	430-5A News M-F/KMGH CA 7News at 430am	CA	430A-5A M-----	1:00	1	\$150.00	P2	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1		\$150.00		0.00			
N 5	KMGH	10/20/12	10/20/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p -----S-	1:00	1	\$1,300.00	P2	0.00 NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1		\$1,300.00		0.00			
N 6	KMGH	10/20/12	10/20/12	10P NEWS - SAT 10P NEWS (SAT)	CA	10P-1037P -----S-	1:00	1	\$2,000.00	P2	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1		\$2,000.00		0.00			
N 7	KMGH	10/21/12	10/21/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A -----S	1:00	1	\$700.00	P3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1		\$700.00		0.00			
N 8	KMGH	10/21/12	10/21/12	SUN 4PM 4PM - SUN	CA	4P-430P -----S	1:00	1	\$600.00	P1	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1		\$600.00		0.00			
N 9	KMGH	10/21/12	10/21/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P -----S	1:00	1	\$1,700.00	P2	0.00 NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1		\$1,700.00		0.00			
											Totals	9	\$10,150.00